switched in accordance with a signal from a CB/WB selection unit 320 for switching between white balance data and the color balance data. A white balance control value operating unit 311 calculates a white balance control value using the selected data.

White balance calculations are done as follows. The ratio of average values of R, G1, G2, and B is calculated, and the reciprocal of the ratio of R and B using the G1 and G2 average values as the median is calculated as a white balance control value.

The white balance adjustment control value can be set in the image pickup apparatus as the MWB adjustment control value by a CB/WB control value setting unit 313.

When the MWB control value is set in the image pickup apparatus, a color balance control value is calculated in the same manner as in the MWB control value and set in the image pickup apparatus.

The PLAY button 803 shown in Fig. 8 is depressed to cause a medium-reproduction unit 308 to reproduce and display image pickup data on a reproduction monitor 701.

The operator sequentially switches a plurality of files with file selection switches 804 and 805 while viewing the pickup image displayed on the reproduction motor 801. The operator then selects one image file desired to be used for color balance adjustment.

While the image file is reproduced and monitored, a selection data reproduction unit 310 reads out the color balance data from the attached data area and reproduces it on the monitor 701.

File selection is done as follows. While a file in which data desired to be used for color balance adjustment is being displayed on the monitor, a COLOR switch 809 is depressed to cause the CB/WB adjustment image selection unit 309 to select a desired file.

In accordance with the file selection signal indicating that a file is selected, the CB/WB adjustment image selection unit 309 selects the attached data of the image file being reproduced. Upon depressing the COLOR switch 809, the switch 321 is switched in accordance with the WB/CB selection unit 320 for switching between the white balance data and the color balance data. A color balance control value operating unit 312 calculates a color balance control value using the selected data.

Color balance calculations are done as follows. The ratio of average values of R, G1, G2, and B is calculated, and the reciprocal of the ratio of R and B using the G1 and G2 average values as the median is calculated as a color balance control value.

The color balance adjustment control value can be finely adjusted in accordance with a signal from a color balance adjustment coefficient unit 322 as in the

second embodiment.

The color balance control values thus obtained are set in the image pickup apparatus by the CB/WB control value setting unit 313 as the color balance adjustment control values.

When image pickup operation is performed using the white balance adjustment control value and color balance adjustment control value set as described above, a white balance adjustment unit 320 performs MWB adjustment for each color component of a digital image signal input from an image pickup data input terminal 314 via an image pickup element, thereby adjusting the white balance.

A color balance adjustment unit 315 then performs color balance adjustment. The set color balance control value is multiplied with each color component to perform color balance adjustment.

The color balance-adjusted signal undergoes color processing in a color processing unit 316 and encoding processing in an encoding processing unit 317. An image filing unit 318 converts the encoded image signal into an image file together with the white sheet data and color balance data extracted from the image pickup data. A medium-recording unit 319 records the image file on a recording medium.

As described above, there is provided a function of setting in the image pickup apparatus the MWB